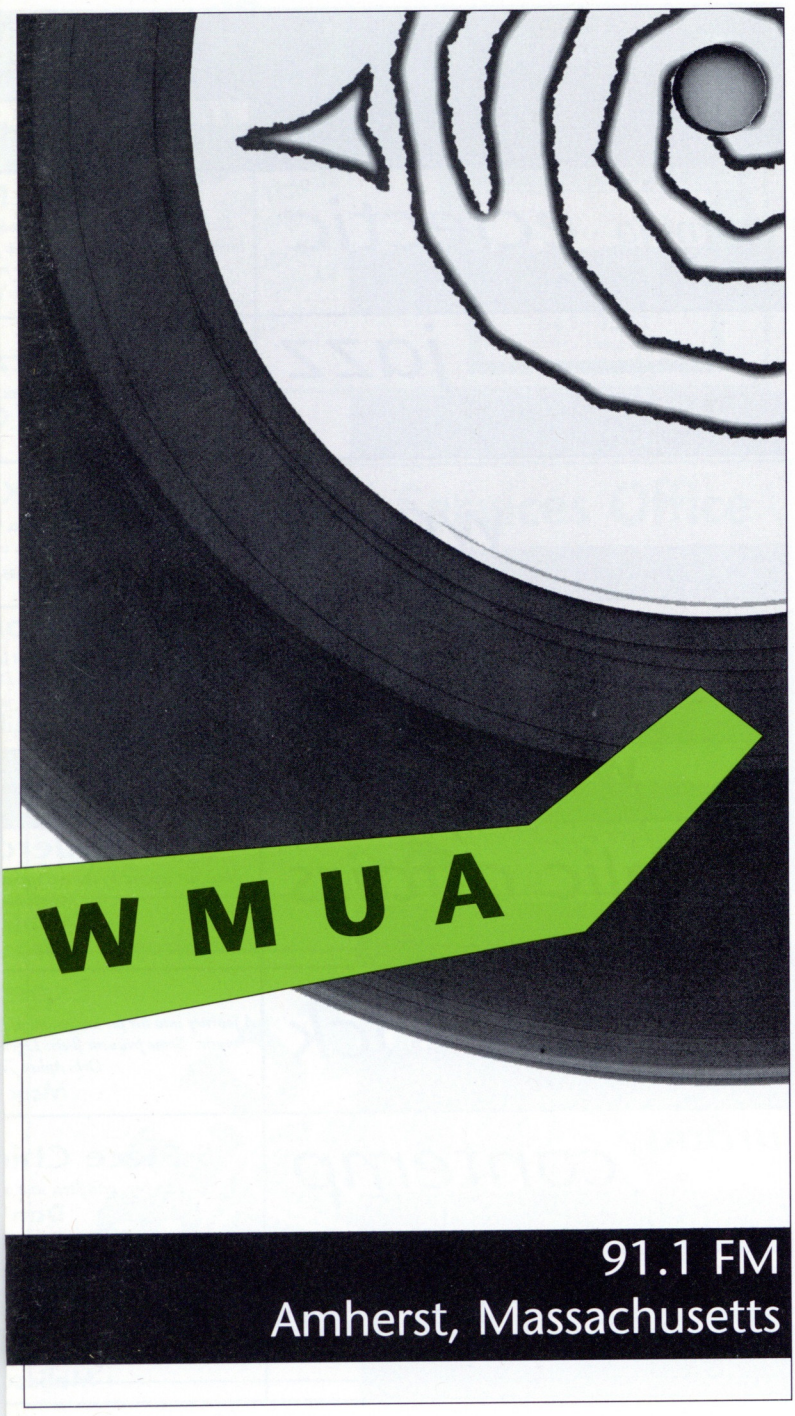
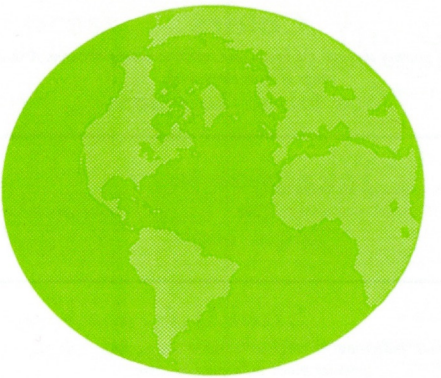

WMUA
91.1 FM
Amherst, Massachusetts

the world at your feet...



Have The Boston Globe delivered to your door.

We offer special discounted campus rates.

For delivery call College News Service at

413-584-7804

The Boston Globe

1-800-858-4275 ext. 0

Welcome to the world of WMUA, 91.1 FM, where students touching equipment for the first time work alongside seasoned professionals, in a culturally rich, happily chaotic environment. As more and more radio stations are owned by fewer and fewer people, choice for listeners dwindle. As those stations become increasingly automated, the medium calcifies. Luckily, WMUA brings you live people, with a real love for what they do.

Licensed to the University of Massachusetts, WMUA has trained generations of radio professionals, while providing programming unavailable elsewhere on the dial. We've been doing it, in one form or another, since 1949.

So whether its jazz, folk, rap, blues, world, rock, polka, techno, punk, bluegrass, gospel, news, public affairs or UMass sports, tune us in. You won't mistake us for anyone else.

Antonio's

Located at
31 North Pleasant ST., Downtown
and in Southwest
(413)253-0808

We cut all styles ... yours included!

UNIVERSITY BARBERS

Conveniently
located
in the
Campus Center
549-0123

Amherst Optical Shoppe

195 N. Pleasant St. Amherst 256-6403

- Eye Exams
- Eyeglasses
- Contact Lenses
- Sunglasses

Advocate Best of the Valley Readers Poll
8 years in a row!

$20 off
complete pair of eyeglasses

Bolle, Revo, Vaurnet, Oakley, Ray Ban, etc.

WMUA 91.1 FM

105 Campus Center
University of Massachusetts
Amherst MA 01003
Office phone: (413) 545-2876
Office fax: (413) 545-????
http://www-unix.oit.umass.edu/~wmua
email: wmua@stuaf.umass.edu

Station Staff:

Advisor: Glenn Siegel
Chief Engineer: Dan Ferreira
General Manager: Brad Davidson
Programmer: Dave duCille
Music Director: Melissa Emert
Sports Director: Mike Corey/Jon Place
News Director: Elaine Milch
Office Coordinator: Richard Zekaria
DJ Training Director: Kenny Velazquez
Production Director: Trasi Sheard
Publicity Director: Tonya Johnson
Fund Drive Director: Dan Backer
Underwriting Director: Matthew Musco
Visual Media Director: Kelley Trahan
ALANA Affairs Director: Allana Todman
Women's Affairs Director: Carrie Roche
Community Representative: Dave Keating

WMUA is staffed by full time undergraduate students of the University of Massachusetts at Amherst, with the exception of our Advisor and Chief Engineer, who are paid employees of the University.

This guide was designed by Kelley J. Trahan & Daniel Bodah.

Call the WMUA on-air request line: (413) 545-3691

	monday	tuesday	wednesday	thursday	friday	saturday	sunday
morning eclectic 6 am — 9 am	**Jazz Flights** *Start your week soaring with up-beat selections from the American and International jazz scenes, as well as jazz influenced Gospel, blues, folk and more.* Hollis Wheeler	**Got Time? I've Got the Place** *Blues and jazz, from John Coltrane to John Lee Hooker. Plus sports talk, UMass talk and your talk, too.* Jon Place	**Oblivion Express** *Exploring musical horizons from 20's to 90's—folk, jazz, rock, comedy, and more.* Fern Spierer	**The Green Room** *Listen to your favorite musical theater show tunes, past and present!* Kevin D'Ambrosio	**Colors** *A musical journey through the blues, jazz, r&b, new song & more. A wide range of styles every week.* Jose Tolson/Lois Bass	6am–8:30am **Early Bird Polka Show** *The very best polkas, waltzes and obereks by the biggest and newest names in the polka field. The largest block of polka programming in New England!* Mitch Moskal	6am–10am **Sunday Morning Gospel** *A program of inspirational gospel.* Rev. Wallace
jazz 9 am — 12 noon	**The Jazz Garden** *Bop, hard bop, post bop jazz from 1950 - 1997. Some other stuff, too.* Mark Gardner	**Wex's Discount Jazz Warehouse** *Wholesale blocks of mainstream jazz at discount prices fresh from the warehouse.* Matt Wexler	**Java Jazz** *Featuring jazz & other improvisational music.* Cheryl K.	**Jazz in Silhouette** *Jazz in all its manifestations. Pianist Paul Bley, saxophonist Hank Mobley, trumpeter Henry 'Red' Allen, with 100s of others lovingly woven with interviews and info.* Glenn Siegel	**Jazz Not Jazz** *Jazz.* Roger Fega	8:30am–12pm **Polka Bandstand** *The very best polkas, waltzes and obereks by the biggest and newest names in the polka field. The largest block of polka programming in New England!* Billy Belina	10am–12pm **Radio Chaitanya** *Spiritual inspiration & music to get you moving: blues, jazz, gospel, classical, world, folk, stories & poems.* Elicia Heller
world noon — 2:30 pm	**!Kita** *Indigenous music of the Americas, traditional and contemporary - with interviews, issues and more.* Monique Fordham	**Black Sheep Sound System** *A sound system is a portable dance hall...in Jamaica, they are the place to hear the hot reggae rhythms.* Brian Tremblay	**Voices of the Third World** *Music, news and commentary from around the 3rd World.* Hussein Ibish	**Walkabout** *A complete journey around the globe featuring the best of traditional and contemporary world music.* Sonja Olson	**Shakti** *Traditional, indigenous & religious musics of the world—& the jazz & popular music influenced by them.* Ruth Malkin	12pm–2pm **Jen's Time Machine** *The best of the Oldies from the 50s to the 80s. From the biggest names to the one hit wonders from the pop, rock and easy listening field.* Jennifer Moskal	12pm–1pm **Focus** *A 60-minute public affairs series offering debate, analysis and commentary on the controversial political issues of the day.* Ken Mosakowski
blues 2:30 pm — 5 pm	**Blame It on the Blues** *We get geographical - from sweet home Chicago to the Crescent City to Motor City! Our home is on the Delta, but we go wherever we can find good blues, soul and R & B.* Ellen Miller-Mack	**Soul Patrol** *Super dy-no-mite soul! Fun mad capped entertainment. Not to be missed.* Dave Keating	**Nothin' But the Blues** *Chicago, L.A., Texas Blues, Southern blues-based soul and blues-based jazz and organ combos.* Dave Hart	**Rhythm & Blues Revue** *Great Blues on the radio. Every week we bring you Blues news, concert updates, interviews, live performances and, of course, Blues, R & B, Jump Jive and Jazz!* Katie Wright	**Blue Week-End** *Today's Blues and Southern Soul.* Bob Doyle	2pm–4pm **S & S, 5 Boroughs** *A deep look into the rap music of the five boroughs of NY. Mostly rap and reggae with the accent on the positive.* Southpaw and Desert Eagle	1pm–4pm **Country Blues and Bluegrass** *24 years of bringing listeners the best in traditional and contemporary American music. Great music presented by people who know.* CB&B Team
wmua news 5 pm — 5:30 pm	***wmua brings you AP news every day!***	***our student news teams work like fiends to keep***	***you up to date with all the news that's***	***fit to be spoken! we've got politicians, we've got***	***a few disasters, we've even got some good news!***	4pm–6pm **The 2 Hour Ride** *Playing all the new Latin house, reggae, merengue, salsa, bachata, etc....a club atmosphere on the radio.* Edwin Matos	4pm–6pm **Rhythmic Devotion** *Positive and spiritual music from around the world, with poetry and writings from different faiths.* Ali Anastasio
public affairs 5:30 pm — 6:30 pm	**Undercurrents** *News not covered by the mainstream media. Views from the Left, news from between the lines.* With hosts Holroyde & Traschen & Tremblay	**Upfront/Making Contact** *Upfront is a worker-produced program about social justice and diversity from a worker perspective. Making Contact is a half-hour syndicated show serving democratic communication.* The Upront Crew	**Mind Body & Healing** *Exploring the frontiers of psycho-spiritual & healing technologies with authors, experts, and alternative health practitioners.* With host Robert Kracauer.	**Sportsline** *All sports call-in talk show. Interviews with UMass players and coaches. Ticket giveaways. UMass and pro sports talk.* WMUA Sports Staff	**Women's Affairs** *A women's radio collective focusing on issues affecting the daily lives of women around the world.* Desiree Lowit/Carrie Roche	6pm–8pm **Concepto Latino** *The best in Latin American music.* Jose Candelier	6pm–8pm **Shades of Gray** *Third World music and news. We will open the programming to members of the Pioneer Valley community, while we educate listeners to the cultures of other countries.* Cas & 1 Da Woman
rock 6:30 pm — 9pm	**Esperanto** *A journey into the far out realms of Ambient, Electronic and Experimental music. Some frequent fliers: Legendary Pink Dots, Muslimgauze, The Orb, Aphex Twin, Brian Eno.* Max Shea	**Sound is Go!** *The out sound from way in.* Ben Block	**Dinner Time** *A crazy, cool, funky-fresh show with music from the 70s and 80s with musical guests and topical talk.* Brad D.	**Perspectives** *Alternative and Experimental rock..... send in your tapes and I'll play them.* Kelley Trahan	**Naturally Mistic** *The best of college rock, with emphasis on requests. No genre of music will be excluded and eclectic requests are strongly encouraged.* Matt Perrault	8pm–10pm **The Latin Bomb** *The Latin Bomb explodes with music, including Salsa, merengue, bolero, cumbia, etc.* Kenneth Velazquez	8pm–10pm **3 Shades Darker** *An innovative live mix show featuring special guest disc jockeys.* Cool Regg
urban contemp 9 pm — midnight	**5 Piece Chicken Dinner** *Hip hop, acid jazz, dub and other beat heavy music..* Dan Ferris	**Tha Hitt List** *Three hours of urbanized solution in yo temples scopin gettin yo third eyes open.* Anthony Graham	**The Sweet Shoppe** *The perfect blend of hip hop, old school r & b and classic r & b. Join B. Sweet and satisfy your musical sweet tooth with the best in BMCP programming.* Big Sweet	**A Thick Thirsted Thursday Style** *The kingdom possesses all kind of urban beats, with some Latin and Reggae twist added to the kingdom, with special guest radio heads.* Gene CK-4 Kelly	**Hip Hop Explosion** *An explosion of new and old hip hop and r & b that will blow ya mind.* Navjit Saini	10pm–12am **Technical Difficulties** *Great music and lots of fun, featuring the artists you know, but the music you don't.* Josh Douglas	10pm–12am **Voice and Salt Broadcast** *Your source for noise, ambient, improv and other experimental music. Live interviews and performances, with a focus on DIY & homerecording.* Dan Bodah
late night eclectic midnight — 3 am	**Neat-O Punk Rock Show** *Punk rock - old and new, from everywhere you can imagine! From F. Y. P. to Avail to the Descendants and beyond. Plus all your local heroes. Punks not dead!* Melissa Emert	**The Grow Room** *All forms of electronic dance music. House, breakbeat, trance, acid, trip-hop, jungle, gabber, goa'a, etc.. Plus the most talented local dj's to spin live techno.* John LoBello	**Your Weekly Fixx** *You never know what is going to come next. Hits from the 60s, 70s, 80s and 90s. Tune in to the songs you know and love.* Rich Zekaria	**The Quiet Storm** *Only the greatest R&B from the Old School to the New School.* Cappuccino	**Kishta** *World music - the sources of traditional music and their influence on modern music.* Ruby Schmerling	12am–3am **Blue Vinyl Stew** *A blues colored gumbo, based on rhythm & blues, doo-wop, jump and soul, spiced with cajun, Latin and jazz, with hefty chunks of pop, rockabilly, ska, rock steady and funk. Guaranteed to make you sweat.* Reade King	2am–4am **The Late Show** *Three hour jam, packed with music that will keep your body moving and your head bobbing. So put your dancing shoes on and chill.* Jake and the Redman

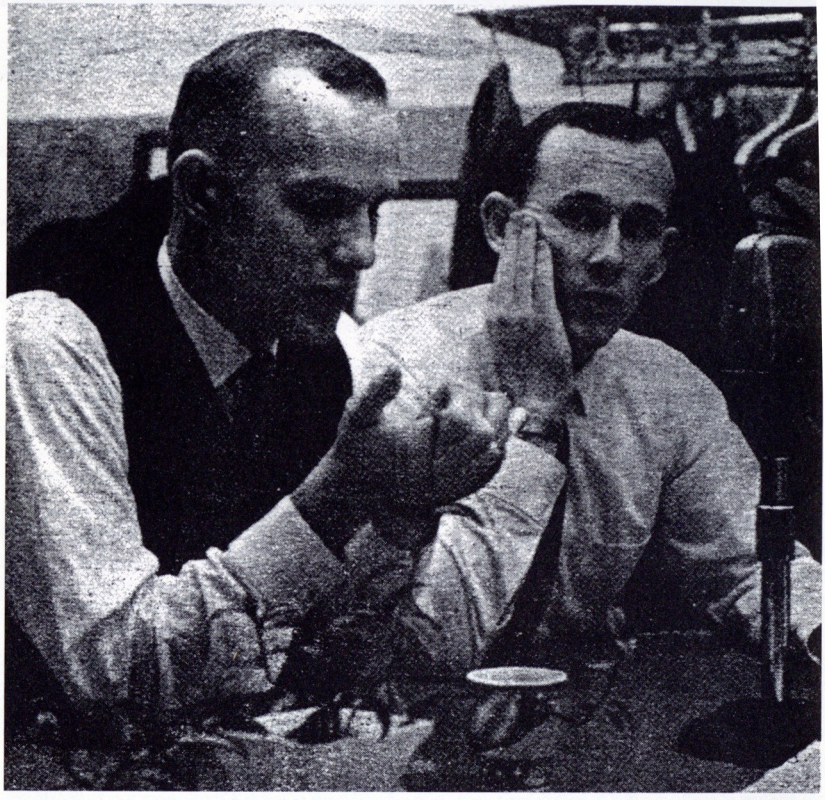
THE CAMPUS SENDER
224 CAMPUS CENTER
UMASS, AMHERST
549-6000 ext. 7906
• Peter Pan Bus Tickets
• Shipping via UPS
• Packaging Supplies
• Fax Service: 545-427
• U.S. Post Office

CAMPUS CENTER
PRINT SHOP
Xerox® Copying
Offset Printing
Desktop Publishing
Design
Vinyl Signs & Banners
Color Copying
545-0371
2nd Floor, Campus Center

Student Legal Services Office
Free legal services for UMass Amherst students!
• confidential
• professional
• serving all of your legal needs!
Student Legal Services Office
Call us today!
545-1995
922 Campus Center
UMASS Amherst

BLUE WALL
....the best coffee on campus.

WMUA Interviews Brothers



The Smothers Brothers discuss their career with reporters after their concert here Sunday. Over 1700 attended the concert, held in the Ballroom of th S.U. *-Photo by Ron Goldberg*

WMUA On-Air Fund Drive...

Each October, WMUA invites its dedicated listeners to phone in and make pledges of financial support to help continue the dizzying array of top-notch programming heard regularly on 91.1 FM. We receive solid support from the Student Government Association ($46,642). The remainder of our budget comes from forward thinking businesses who underwrite our programs, and generous listeners like yourself, who appreciate the unique service we provide.

The 1997 WMUA On-Air Fund Drive will be October 18 - 24. Beginning on Saturday with our 14-hour Polkathon extravagan za, we will be asking you to telephone our special Fund Drive number: (413) 577-3000. Please give what you can to ensure great, uninterrupted service on 91.1, your emergency

number for great music, news, views and sports.

Our studios, located in the basement of the University of Massachusetts' Campus Center, are cramped and unglamorous. We have always thought it wiser to invest in professional quality equipment, than plush carpeting or fancy swivel chairs.

WMUA has just taken a major plunge into digital technology. We now produce pre-recorded messages digitally on computer, providing you with better sound and more variety. We are still involved in a major capital campaign, raising the funds necessary to replace our aging transmitter, tower and antenna. To date, we have put away $29,000 and have the promise of a $25,000 loan from the SGA. We are still at least $20,000 short of where we need to be to make this a reality.

With your help we will raise $22,000 this year during our On-Air Fund Drive, October 18 - 24. Be a part of the most diverse radio station in western Massachusetts, WMUA-FM.

WMUA Sports...

Directors Jon Place, Mike Corey and the rest of the staff of WMUA Sports invite you to share their enthusiasm about coverage of UMass sports on WMUA. We will broadcast over 90 UMass games in seven different sports - the most in our history. Every Thursday from 5:30 to 6:30PM, its Sportsline, a call-in talk show with interviews and sports news from campus and beyond. During the season, WMUA will also unveil the Joanne O'Brien Show (Women's Basketball) and the Greg Canella Show (Men's Lacrosse).

The Umass Football team will be looking for another winning season as they begin play in the newly created Atlantic-10 Football Conference. WMUA will have all but one of the games each Saturday this fall. Live WMUA coverage begins with our 15 minute pre-game show.

As UMass Football winds down, WMUA begins its most extensive coverage of UMass winter sports ever. For the second straight year, WMUA will serve as the flagship station for UMass Women's Basketball. This year we will broadcast every game, home and away.

The nationally-ranked Men's Basketball team has retooled, and look to be strong Tournament contenders. We will provide roughly three-quarters of all UMass Men's Basketball action. WMUA will also provide you with about a third of UMass Hockey games. Playing in Hockey East, the nation's most competitive conference, UMass is building a new hockey tradition in Amherst.

WMUA Sports is looking forward to the 1997-98 year with high expectations. Catch all the thrilling contests and non-stop action, as well the thoughts of the UMass athletes and coaches making the news, on WMUA, 91.1FM, student radio at the University of Massachusetts.